【3.3】

**3.3每日一篇 |外刊精读**

The **infant** economy：Baby boom  
   
Why more parents are **splurging** on fancy products for newborns  
   
【1】AMONG THE whizzy **gadgets** **unveiled** in January at the Consumer Electronics Show in Las Vegas was the Elvie Rise, an **automated** baby bouncer that **transforms** **seamlessly** into a **bassinet**.The device, which costs $800, sold out even before it was formally **released**.Parents who missed out can instead opt for a SNOO, a **rival** **bassinet** that rocks its **occupant** back to sleep through the night while **dispensing** white noise—and which costs around $1,700.  
   
【2】Clever cribs are just one example of the growing number of high-end baby goods on which parents are **splurging**.Fashionistas are **strapping** **offspring** to their **chests** with **carriers** from Artipoppe, a Dutch brand, that cost $420.Its owner, Bugaboo, makes **snazzy** **prams** that can be **collapsed** with one hand.Undesirable **infant** smells can now be **masked** by Dior’s **alcohol**-free baby **perfume**, which it **launched** in 2023.  
   
【3】What explains this **expanding** **array**? One factor is **demography**.In the rich world people are having children later in life, when they have more money to spend.First-time mothers in America are now 27.4 years old on average, up from nearly 25 in 2000.People are also having fewer sprogs, so have more money to spend on each.These days the average American woman is **predicted** to have 1.7 children over the course of her lifetime, down from a **fertility** rate of 2.1 in 2000.  
   
【4】In the growing share of households where mum and dad both work, time is tight and products that make **parenting** even a little bit easier can be a **godsend**.That helps explain the boom in baby tech in **particular**.The **startup** behind the Elvie Rise also offers a range of **wearable** breast **pumps** that are **controlled** by a smartphone.Then there is the Nucu pad, a baby monitor developed with backing from the makers of the Oura ring, a **wearable** device for adults.It allows parents to record their **heartbeat** and play it to their baby in the **crib**, **mimicking** the feeling of being held.  
   
【5】New parents are looking not just for goods, but services, too.On Babylist, a gift **registry** for soon-to-be parents, the “help and favours” category, which includes babysitting and **deliveries** of home-cooked meals, has been one of the **fastest**-growing.Lisa Meakin, a London-based night nurse and sleep **trainer**, who charges between £280 and £350 ($347-434) per night, depending on the task, is rarely short of work.Ms Meakin puts that down to the fact that new parents today are less likely to live near family, who might otherwise lend a hand. “People don’t have that support network anymore,” she says.  
   
【6】Another factor pushing up demand is the internet.**parenting** has always been anxiety-inducing, but the rise of social media has mums and dads more worried than ever—both about keeping up with their peers and doing well by their **infant**.According to a survey by Mumsnet, an online **forum**, half of parents with children under the age of three follow **parenting** bloggers or social-media influencers.Annabel Karmel, an author of books on **nutrition** for babies and children, argues that the **plethora** of information available online isn’t always helpful.“You have got all these influencers and they all give you different advice,” she says.And thanks to **targeted** digital **advertising**, women are being **pitched** **pricey** baby **gear** almost as soon as they discover they are **pregnant**.  
   
【7】Of course, not every parent can afford to **splurge**, and some resist the urge to do so.Babylist lets new parents **indicate** that they are “open to **secondhand**” items; used baby clothes are, after all, **softer**.On Mumsnet, one mum-to-be recently shared the list of **gadgets** and **garments** she had bought ahead of the birth and bemoaned the cost.“New parents are a **marketing** department’s dream,” one mother **responded**. Another **piped** up, consolingly: “You won’t use half of it.”

**①短语**：1.原文：AMONG THE whizzy gadgets unveiled in January at the Consumer Electronics Show in Las Vegas was the Elvie Rise, an automated baby bouncer that transforms seamlessly into a bassinet.

## 词典：transforms ... into 转换成

例句：Number words and their written forms **transform**our quantitative reasoning as they are introduced **into**our cognitive experience by our parents, peers and school teachers.

当我们的父母、同龄人和学校老师把数词及其书面形式引入我们的认知经验时，它们改变了我们的定量推理方式。

2.原文：The device, which costs $800, sold out even before it was formally released.

词典：**sold out 售罄**

例句：The stores are sometimes **sold out**of certain groceries.

这些店铺的某些杂货有时会脱销。

3.原文：First-time mothers in America are now 27.4 years old on average, up from nearly 25 in 2000.

词典：**on average 通常情况下的，平均**

例句：If the rivers run faster in the future **on average**, the clock will get ahead of standard time.

如果河流在未来的平均速度加快，时钟就会比标准时间走得快。

4.原文：That helps explain the boom in baby tech in particular.

词典：**in particular 特别地，尤其**

例句：Developed countries, **in particular**, should bear the responsibility for environmental problems.

发达国家尤其应该对环境问题负责任。

5.原文：The startup behind the Elvie Rise also offers a range of wearable breast pumps that are controlled by a smartphone.

词典：**a range of 一系列；一批；一组**

例句：They talked amiably and easily about**a range of**topics.

他们亲切而又轻松地谈着一系列的话题。

6.原文：Ms Meakin puts that down to the fact that new parents today are less likely to live near family, who might otherwise lend a hand.

词典：**are less likely to 不太可能**

例句：Children who have a positive self-image **are less likely to** present behaviour and discipline problems.

有着正面自我形象的儿童较不可能出现行为和纪律的问题。

7.原文：Ms Meakin puts that down to the fact that new parents today are less likely to live near family, who might otherwise lend a hand.

词典： **lend a hand 帮助**

例句：They like to **lend a hand**to a friend or to the community.

他们乐意向朋友或者整个社区伸出援手。

8.原文：According to a survey by Mumsnet, an online forum, half of parents with children under the age of three follow parenting bloggers or social-media influencers.

词典：**According to 根据，据……所述**

例句：Tax is banded **according to**income.

赋税是按收入划分等级的。

9.原文：And thanks to targeted digital advertising, women are being pitched pricey baby gear almost as soon as they discover they are pregnant.

词典：**thanks to 由于；因为**

例句：**Thanks to**their hard work, the Yangtze River is getting clearer.

由于他们的辛勤工作，长江变得越来越清澈。

10.原文：Of course, not every parent can afford to splurge, and some resist the urge to do so.

词典：**Of course 当然**

例句：**Of course**, the old school tie has been a help.

校友关系当然是帮了忙的。

11.原文：Babylist lets new parents indicate that they are “open to secondhand” items; used baby clothes are, after all, softer.

词典：**after all 毕竟**

例句：Nerve cells, **after all**, do not have intelligence of their own.

神经元本身毕竟不具备智能。

**②长难句**

1. 原文：**Parents who missed out** **can instead opt for a SNOO**, a rival bassinet **that rocks its occupant back** to sleep through the night while dispensing white noise—and which costs around $1,700.
2. 分析：主句的结构为主（**Parents**）谓（**can instead opt for**）宾（**a SNOO**），引导定语从句，先行词是**Parents，**从句的结构是主（**Parents**）谓（**missed out**）。**that**引导定语从句，先行词是a rival bassinet，从句的结构是主（a rival bassinet）谓（**rocks**）宾（**its occupant back**）

3.译文：**没抢到这款产品的家长们可以选择另一款名为SNOO的婴儿床，这是Elvie Rise的竞品，它可以在发出白噪音的同时摇晃着让孩子入睡，售价约为1700美元。**

1. 原文： On Babylist, a gift registry for soon-to-be parents, **the “help and favours” category**, **which includes babysitting and deliveries** of home-cooked meals, **has been one of the fastest-growing**.
2. 分析：主句的结构为主（**the “help and favours” category**）系（**has been**）表（**one of the fastest-growing**），**which**引导非限制性定语从句，定语从句的结构是主（**the “help and favours” category**）谓（**includes**）宾（**babysitting and deliveries**）。

3.译文：**在为准父母提供的礼物登记平台Babylist上，“帮助与恩惠”类别（包括看护婴儿和送家常菜等服务）是增长最快的类别之一。**

**③写作技巧：1**. The **infant** economy：**Baby** boom

**译文：婴儿经济：婴儿潮**

Why more parents are splurging on fancy products for **newborns**

**译文：为什么越来越多的父母为新生儿购买高档产品**

**技巧：此处用了infant，Baby，newborns多个单词表达“婴儿”这一含义，在一篇文章的写作中，当需要表达同一含义时，尽量使用多个不同词汇或短语。**

One factor is demography.

**译文：一个因素是人口结构。**

Another factor pushing up demand is the internet.

**译文：另一个推动需求上升的因素是互联网。**

**技巧：One factor is...Another factor is...，一个因素是...另一个因素是...”这句话表示列举两个因素。同义表达还有：One reason is... Another reason is...;One aspect is... Another aspect is....写作时可进行同义替换。**

**④背景知识：**

1. fertility rate：生育率。是一个重要的人口学指标，它表示特定人口中女性在生育年龄内的平均生育子女数。能够反映一个国家或地区的人口增长趋势和生育水平。准确计算生育率对于制定人口政策、推动可持续发展以及保障社会福利具有重要意义。例如，如果生育率过低，可能会导致人口老龄化加剧、劳动力短缺等问题；而如果生育率过高，则可能会给社会带来资源分配、环境保护等方面的压力。

**⑤段落大意：**

【1】高档婴儿产品越来越多。

【2】家长们不惜挥霍重金购买高端婴儿用品。

【3】造成这一现象的一个因素是人口结构。

【4】双职工家庭比例不断上升是婴儿科技产品的蓬勃发展的一个原因。

【5】新手父母们不仅在寻找商品，也在寻找服务。

【6】另一个推动需求上升的因素是互联网。

【7】也有些父母会抵制购买高端婴儿用品的冲动。